

## EDUCATION

BA, University of South Florida  
Stanford University Graduate School of Business  
Executive Management Program for Growing Companies

## AFFILIATIONS

Steve Carlin is a strong supporter of the Buy Fresh, Buy Local farm movement in California and an advocate for sustainable farming and artisan food production in the United States. He has served on the Board of Directors for Joseph Phelps Vineyards in St. Helena, CA, and was President of the Board of Directors for the popular St. Helena Farmer's Market in the Napa Valley. He currently serves as a board member for Visit Napa Valley, the lead marketing organization for the Napa Valley, and is on the Board of Ambassadors for St. Helena Health Foundation in the Napa Valley and the Culinary Institute of America.



## BACKGROUND

Steve is a retail real estate developer and specialty-food consultant working on a number of benchmark projects throughout the United States. He is Founder and Chief Executive Officer of The Carlin Company and Oxbow Public Market in the Napa Valley. His background includes 20 years as Managing Partner with Oakville Grocery Company, a leading Northern California specialty foods retailer; Project Manager responsible for planning, leasing, and opening the highly successful Ferry Building Marketplace in San Francisco; and licensee / consultant for Napa Farms Market, the landmark artisan food specialty market in San Francisco International Airport's Terminal Two, and Berkshire Farms Market in Logan International Airport in Boston. He is currently working on new projects in Seattle and Everett WA, in Sonoma CA, Oakland CA, Albuquerque NM, and Culver City CA.

## KEY RELEVANT PROJECTS

Ferry Building Marketplace (San Francisco). Steve was responsible for planning and overseeing the initial operations and opening of the 100,000 s.f. marketplace. This included identifying suitable tenants, leasing, developing the merchandising and product mix, store design review, tenant installations, marketing promotions, customer service programs, and tenant relations. The project has been an unqualified success and continues to set the bar for retail innovation in specialty food.

Oxbow Public Market (Napa). Steve conceived and founded the Napa public market, opened in December 2007, and his company is also the General Partner. Located in the emergent Oxbow District of downtown Napa, this world-class attraction for both locals and the millions of visitors to the Napa Valley each year occupies 30,000 s.f. of retail / restaurant space with sweeping views overlooking the Napa River. There are 25 specialty merchants and a seasonal farmers market. Oxbow has been widely recognized as one of the best markets of its kind in the United States.

Napa Farms Market (San Francisco). Located in the new Terminal Two at San Francisco International Airport, this 4,000 s.f. retail store has set the bar for quality food and wine in an airport setting. The store has subleased an additional 1,000 s.f. to a prominent airport wine tasting bar, Vino Volo, and features celebrity chef Tyler Florence and other prominent Bay Area food producers such as Acme Bread, Cow Girl Creamery and Kara's Cupcakes. Additional Napa Farms Markets are currently in the planning stages.

Berkshire Farms Market (Boston). A smaller, but related, version of Napa Farms Market, this 1,000 s.f. retail store located in the new United Airlines Terminal at Logan International Airport, has demonstrated that serving quality food and wine in an airport setting can be accomplished in a relatively small footprint. The store features a made to order fresh juice bar, local specialty foods from the Berkshires, and a unique variety of grab and go sandwiches and salads made from sustainable local ingredients. Additional versions of the smaller specialty market are in the planning stages.

Oakville Grocery (Napa Valley). Under Steve's leadership, the specialty food and wine retail company grew to five Northern California retail store locations, a restaurant / cafe, and successful mail order / online catalogue over the course of 20 years. Considered the west coast equivalent of Dean and DeLuca, the company is known for featuring cutting-edge artisan foods, an extensive wine selection, international and local specialties, and restaurant quality prepared foods. Oakville Grocery continues to operate its benchmark successful locations in Napa and Sonoma Counties.